

# Language communications in situations of predictable and unpredictable discomfort

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## ABSTRACT

*In recent years, particular relevance acquired works devoted the study of verbal interaction in various spheres of public human activities, among which great attention is paid to political discourse, the identification of new trends in the print media, Internet communications, has increased the interest of researchers to analyze the body. The article analyzes the speech behavior broadcaster in situations of predictable and unpredictable communicative discomfort. The object of the research is speech radioleaders central stations and their guests within programs. Under communicative discomfort authors understand the situation, which is characterized by features that impede the realization of those or other communicative intentions and / or participants' expectations. All situations of communicative discomfort authors divided into unpredictable and predictable. Radiocommunications becomes the object of study in the aspect of speech genres, communicative ways of organizing radiodiskursa. Of great interest is the study of patterns of interaction of the author recipient, including in terms of success and failure of verbal communication. Relevance of the research radiorechi linked to the ongoing changes in the strategies and tactics of speech behavior of participants in radio communications. According to L.I. Ermolenkinoy, "the essential factor in the strategy change voice in the discourse structure becomes, above all, the growing role of online journalism, perceived as the main way to attract the audience's attention and involvement in its own discursive space". Among the most notable changes in modern radio communications marked increased spontaneity of speech, decrease in its argumenta-*

*tion, the reduction of formality, an increase of subjective evaluation, the effect of consumer sphere and other factors. All researchers observed an increase in the share of entertainment broadcasting.*

**KEYWORDS:** verbal behavior broadcaster, communicative discomfort, tactics, strategy.

**I**t is installed on radio entertainment is the cause of a large number of expressive speech sostavlyayuey broadcaster. According to PN Barefoot, "the prevailing impression of phatic speech as a conversation" about nothing "can not be applied to radiorechi as any communication on the radio has a substantial component, the reason for that orientation becomes a mass audience".

Verbal behavior broadcaster in the changed conditions of radio communication of interest in the aspect of the study of communication failures that occur on the radio, how to prevent and exit strategies of communicative discomfort. In our work, verbal behavior, we followed the VI Karasik understand how plurality conscious or unconscious actions that distinguish speech and verbal reactions of the speaker and disclose its character. The analysis of verbal behavior broadcaster in this article is limited to the consideration of speech strategies and tactics in communication failure situations. Material for observation were the records of more than 20 programs of radio station "Mayak" for the last 6 years, which accounted for about 14 hours of programming.

Communication failure, we believe undershooting the speaker (in this case, the radio personality) of its communicative purpose. An important concept for us is also a communicative discomfort, ie, a situation in which there are features of "impeding the implementation of certain communicative intentions and expectations of participants". Communicative failure is the result of unsuccessful communication, which is based on correctly selected language tools or tactics and strategy of the speaker, the negative effect of which can be seen in communicative discomfort step.

According to E.M Martyn, communicative discomfort can be due to personal characteristics communicants, circumstances communication verbalization and the understanding and communication difficulties achieving practical purposes, and can also be connected with the violation of the principle of communication contactability. Since the causes of communicative discomfort coincide with the reasons for communication failures, in this article we will consider them in the complex.

Attempts to classify communication failures belong to many researchers. So, in the O.P. Ermakova and E.A. Zemskaya "By the construction typology communication failures (on the basis of natural dialogue Russian)" by the authors are three main reasons for communication failures: features language system; different speakers; Pragmatic factors. Several different classification shows L.L. Slavova which considers communication failure linguistic character, voice character (violation postulates P. Grice) Lingvokognitivnye and paralinguistic nature.

In the PN Barefoot "Modern radiorech in the aspect of the success / failure of verbal interaction" detailed analysis of communication failures arising from the language unit at the lexical, syntactic, and phonetic levels, as well as the voice of character failure, which include: a different understanding of forms of expression of politeness, an error in the identification of the source, a violation correctness principle.

This article also provides language, speech and cognitive factors that cause discomfort communicative. All situations of communicative failures are considered by us in the aspect of predictability and unpredictability.

For we are those unpredictable communicative situations in which communication failures arise spontaneously as a result of wrong chosen tactics or leksikosemanticheskikh components, resulting in There is an unexpected reaction of a person on the speaker's remark. Leading discovering his mistake, as a rule, is looking for a way out of this situation in order to avoid communicative conflict. As rightly pointed out by L.P. Semenenko, "uncomfortable situation is not always communicative ends in failure; Conversely, knowing discomfort communicants are beginning to look for ways to overcome it, which leads to failure of communication failures ... unawareness participant communication failure leads to a feeling of well-being of an imaginary communication, which entails new communication failure".

The projected communicative situations where discomfort in dialogue provoked deliberately radio for maximum disclosure companion deliberately chooses the tactics that can, for example, to compromise the guest or host to deliver an opinion in opposition to the opinion of his companion. This choice of strategy is always risky, it can not only lead to discomfort communicative companion, but also a conflict, but in recent years he is one of the leading trends in contemporary speech behavior of radio presenters.

Consider the most common causes of communicative situations of discomfort in the speech behavior of radio presenters and ways to overcome them. This list is not final, however, we believe that it reflects the current

trends in the speech of radio presenters. It should also be noted that the ways out uncomfortable situation may be different and are generally not related to certain reasons. That is why the analysis of communicative situations to adopt an integrated approaches involving the simultaneous presentation of the causes and ways to overcome them.

#### *Unpredictable communication failure*

Communication failure, as noted above, may be caused by various factors: language, voice, cognitive. In some cases, they overlap, and thus deepen the communicative discomfort.

1. Among the linguistic causes unpredictable communication failures, the most frequent, in our opinion, are intralingual homonymy and use a reduced vocabulary.

1) In most cases, communication failures occur due to misunderstanding of the interlocutors, that may be caused intralingual Homonymy. With regard to the degree of frequency radiorechi homonymous coincidences among nouns P.N. Barefoot homonymous identifies proper names. Existing examples we can add the case of homonyms adjective. So, in the following passage adjective blue acts as a function name that is not recognized by the guest of the program. The reason is partly a possible constructive pass component (her name or surname). It should be noted that such an ellipse is very characteristic of speech.

*(14.05.2010 19:05 The show "more" Presenters: Lena Batinova and Maxim Kovalevsky. Studio guest: actor Alexander Spout).*

Tip: Especially in a painted "Avatar" / good, I would have left creeper.

Batinova: By the way / that's this actress / who starred in "Avatar" blue.

Tip: In what sense is // blue?

Kovalevsky: Well, it's a well-known Blue // this surname.

Batinova: // Not that that drinks.

Kovalevsky: Margarita Blue.

Batinova: Very Hot / Mezhuyev way / she is the first in the rankings // People love it very pleasant to all //.

Communicative causes discomfort adjective blue, in this context, it has three meanings. The first - is the direct meaning of the adjective denoting the color: in the movie "Avatar," the skin of heroes, the inhabitants of Pandora planet was blue, but when you consider the fact that this color had almost all the characters, the guest came misunderstanding, who exactly are in mind. This lack of understanding is reflected in the interpretative question: In what sense? Leading Kovalevsky clarifies information colleagues,

adding the necessary components: the name of Margarita Blue. In order to control the correct perception of the information leading Lena Batinova also applies explanations tactic that eliminates the lexical homonyms: it is not one that is drinking. In this context, the adjective blue has a value drunk. This value is fixed at the moment, L.A. Zakharova, B.A. Shuvaeva in the "Dictionary of youth slang", performed on the material of the vocabulary of students at Tomsk State University in 2014, which you've marked "disparaging, shutlivoironichny" and is used only in colloquial speech.

Leading tactic to eliminate misunderstandings in this type of communication failure is a tactic clarification. Clarification is needed because the leader should take into account the absence of the necessary background knowledge of the audience and the guest of the program, so this tactic can be applied not only in the elimination of communication failure in the event of ambiguous words, but also in other cases, causing communication difficulties, for example, in determining the choice of subjects transmission or misperception interlocutor communicative intentions of the speaker situation.

To the participants in communicative failure of radio communication often results in inappropriate use of expressive colloquial vocabulary reduced coloration. Failure to comply with the norms of speech, unfortunately, is a typical feature of modern broadcasting. This trend is caused by many factors, among which are the absence of censorship, installation on broadcasting entertaining focus on the mass market, which implies accessibility of speech and a departure from the language norms; increase categorical value judgments at the expense of information content, as well as instances of discursive redundancy.

Using expressive reduced vocabulary can not be regarded as a purely linguistic cause's communication failure, because this lexicon is a means of evaluating the expression. Thus, we are seeing a divergence of views and the lead guest on the specific subject of the speech, which belongs to the cognitive factors. As an example, we propose to consider talk radio presenters and guests of the family program L.N. Tolstoy.

*Richard: And when did the last Countess Tolstoy sticking?*

*Korsen: Do you know / speak here of sticking is not entirely correct // Countess at that time was very / mildly / complex psychological and even mental state / unconditionally.*

*Morgan: In general, s / he also brought it in principle.*

*Hetch: Maybe yes /// Really easy life she has given birth to 13 children ...*

*Morgan: She / he has suffered from all of these bullied.*

*Basinskii: Well, / it is not entirely correct / well what bullied?*

*Belk: Well / I figuratively.*

The interlocutor is about sticking to speak not quite right is an indication of a communicative discomfort caused by the unfortunate use of the first leading expressive colloquialisms make sticking. The second presenter, trying to soften the categorical statements of colleagues and remove the communicative discomfort, using the tactics of solidarity with the guest. In the example for solidarity tactics characteristic of reflexive doubt in general, in principle:

In general, it // it also brought in principle // by which reduced the categorical statements of colleagues. The proposed leading to the word brought embodiment is not as categorical and, by reaction, is large enough interlocutor. However, the overall tone of the conversation, translating it from the intellectual conversation in the domestic channel, change the language code (using a paraphrase for reformulating statements visitor to address a simple listener), increasing categorical assessment made sticking - it it brought - suffered bullied - all this serves to create an uncomfortable situation for the guest program.

Unawareness of the first driving situation both uncomfortable and the continuation of the dialogue in a categorical tone only exacerbate the discomfort it causes the guest for the second point to the irrelevance of the phrase "endure bullied" to the family of Leo Tolstoy. The second reason for the communicative conflict in this situation, in our opinion, could be a mismatch representations of the communicants of a large family, that is, this communicative failure is also due to cognitive factors.

Traditionally in Christian Russian culture have a large family was considered the norm, and the family of L.N. Tolstoy was not an exception. Perhaps, according to a leading (Tikhomirov), mother of many children is poor, exhausted, tired woman, so he called the birth of such a large number of bullied children. In the explanatory dictionary DN Ushakova *izmyvatelstva* flagged word spoken, familiarity and interpreted as insult, malignant gibe. Thus, excess evaluative statement causes discomfort. In order to eliminate the discomfort leading communicative uses justify tactics shoot categorical judgment: Well / I figuratively. *Leksikosemanticheskim* indicator such tactics in this example is a particle well, softening categorical.

AT radio may be cases of inappropriate use of expressive vocabulary is not only leading, but also a guest. An example of this is the performance of the actor Ivan Ohlobystina broadcast "Beacon", in which he says that, as

a priest, he played the devil. Making it clear to all listeners that numerous questions on a religious theme irritate him, the guest uses rough, expressive, expletive stable expression, putting broadcaster in a difficult position.

*Ohlobystin: From a position of authority 44 years of radio station / studio of the radio station "Mayak" reply all / who would ask me questions about religious // Do not ask / I replied // // use the internet in otherwise, I would consider it a personal affront and / respectively / go in the ass.*

*Rustle: O / how lucky we were! // and the idea / if it were up to us kakoy nibud another station.*

*Ohlobystin: Because it's just insulting / all the time to answer / to kemto excuses.*

In cases of expressive vocabulary guest presenter of the program, focusing on the mass destination in the different ages of students, applying tactics to mitigate categorical statement guest using the reception joke: Oh / how lucky we were! In turn, the author of expletives, *Ohlobystin* also mitigates the situation, explaining the reason for his verbal behavior and psychological state.

Thus, cases of homonymy and expressive use of a reduced vocabulary go beyond the purely linguistic reasons, therefore, need to be addressed in conjunction with cognitive, psychological reasons.

2. The speech factors causing communicative failure can be attributed violation of the correctness of the statements, the rules of etiquette and cases incorrect identification of the person.

Consider the situation of a violation of the principle of communication correctness at the characteristic physical features and evaluation of the activities of the interlocutor.

A) Violation of correctness in the characterization of the physical features of the person.

Kovalevsky Alexander / What you all the same cabinet! // Well, that's all / something incredible!

Batinova: Max knows how to make compliments.

Kovalevsky: Oksana I suppose / crunched in your hands / No?

Alexander Nevsky: You mean at what point?

Kovalevsky: Well, at the moment of dancing / course.

Oksana Sidorenko: I did not suffer at all.

Nevsky: Thank you very much / I hurt - I lost 12 kilos.

Batinova: It is good for you or bad?

Kovalevsky: Toto pinched you / I see.



Nevsky: You just said / that I like a huge wardrobe / one minute!

Kovalevsky: One does not exclude // Wardrobe too can become peaky.

In this situation, the use of reception jokes broadcaster seems quite justified, since the feature of such radio is the focus on fun. The first presenter, establishing contact with the guest sets the friendly tone of a conversation, to compliment the external interlocutor meant as a joke: you are all the same cabinet. Comic perception achieved by using particles *vsetaki* underlining latent inconsistency. On the one hand, the leading compliments, admiring the broad shoulders of a guest, on the other - he can not find another right word, able to express the fullness of admiration, but the word box. The second presenter, noting incorrect statements, softens categorical colleagues, also resorting to accept jokes: Max knows how to make compliments. This statement gives the mood for joking remarks perception colleagues,

You mean at what point // and you just say / I'm like a huge wardrobe / one minute! Nevertheless,

It shows that the chosen strategy is leading the discussion of physical qualities guest program is inefficient and creates the preconditions for the emergence of discomfort.

B) Violation of correctness in the assessment of human activities.

Komolov Alexander / one of the main or a major role? // In general, / there is some piece division? // I know / what is now removed and the movies and series / when intentionally 8 main characters.

*Dyachenko: What is the actor in their right mind you recognize / that he is not the most important?! // certainly / most important.*

*Komolov: We are also pleased / that our guest artist the most important role in this series.*

This situation lead, knowing that his companion is a leading actor, asks him a provocative question: one of the main or primary role. On incorrect point's replikareaktsiya interlocutor, expressing the emotional attitude of saying: what is the actor

The Drava mind recognizes that it is not the most important?!

Trying to fix the situation, leading resorted to the tactics of solidarity with someone: our guest artist the most important role in this series. This phrase representations studio guest listeners playful sounds (perhaps even ironic) agreement with the guest. Thus, the use of reception jokes helps leading to withdraw from the state of discomfort and continue the transfer.



By the communication failure caused by speech factors include failure to comply with the rules of speech etiquette, or rather, politeness principle formulated Grice. Politeness principle - it is received interposition speaking in communications. With observance of the principle of civility creates positive interaction environment provides a favorable environment for the implementation of communication strategies. Violation of this principle can be familiarity ratio leading to the interlocutor. Often, trying to remove the communicative power in conversation, radio hosts can afford to apply familiar not only to acquaint visitors, but also to the guests who are for the first time in the studio.

Stillavin: Today we came to visit through cork / because / is / in Sevastopol in the morning is very busy traffic // Alexei A. Kasprzhak Ales // / can be like this?

Kasprzhak: Can / Alex.

Stillavin Alexey / yes / simply // the director of "Artek" international camp.

In this situation, the use of the familiar form of address Alesha is unconditional. Lead, wanting to observe the speech etiquette, asking permission to call his companion short form of the name, but the source (Kasprzhak) adjusts the driving and it offers an alternative, more comfortable and appropriate official form of the name of the situation Alexei. To prevent a possible communicative discomfort, leading interlocutor agrees with the amendment, but soon returns to the use of familiar treatment Lesh and you:

Stillavin ... Alex just has taken up his post six years ago // Lesh / tell me how started this job?

Vagner: And in what state one and a half years ago, the camp itself is Xia?

Kasprzhak: Well / First / good afternoon.

Stillavin: Good afternoon / yes.

Kasprzhak: // I think that I could do not to come // share impressions / you could have quite a calm actually / convey the exact emotion / because my emotions / they are filled with all the same time / full understanding of ...

Stillavin Alexey / so we just interested in internal processes / tasks / desire / what to do / because external sensation / it's like.

Seeing a reservation, a leading returns to the established name companion, so in this case there is no communicative failure.

Besides familiarity relations, leading violated another item of speech etiquette - do not allow the guest to greet listeners and interlocutors. Kasprzhak corrects the course of the conversation, returning to the top frame of speech etiquette, which leads to the failure of communication: to specifically ask a question and the condition of one and a half years ago, the camp itself was sound well, firstly, good afternoon. As a result of violations of speech etiquette radio broadcaster there is a situation of emotional dissatisfaction guest who not only does not answer the question, but considers it unnecessary its presence in the studio: I think that I do would be not to come, arguing that the lead alone may themselves share impressions.

Trying to remove the communicative discomfort and make contact, leading employ tactics solidarity. The tactics of solidarity aimed at creating the impression of common ground, interests, aspirations: so we just interested in internal processes / tasks / desire / what to do ... Using this tactic, radio presenters have the following intentions: to show interlocutor respect, his interest in the opinion of the interlocutor, as well as express I understand and agree with his opinion. Thus, the output of communicative difficulties found.

In cases where the studio and broadcaster guest friendly relations, the use of familiar treatment does not lead to communicative failure.

Vesvolkin Alyona Yakovleva / People's Artist of the country Alena // Hello!

Yakovlev: Hi.

Vesvolkin: We say "you" / because then hide / meaningless.

Yakovlev: Yes / hide here / in general / absolutely pointless.

Vesvolkin: one ends institution / Shchukin Drama School // at a time when it seemed / impression / that we are not mistaken / it personified / well, just so / a theatrical light.

Yakovlev: Well / was.

For radio broadcasters verbal behavior characterized by the so-called "double standard": for listeners always sounded the name and surname of the guest, sometimes in full, including middle name, and in a conversation leading tends to move to a more relaxed form of communication. In this example, leading to the beginning of the conversation in order to prevent the possible occurrence of discomfort guest gives the installation a friendly conversation tone, using the personal pronoun of the second person singular you and the short form of the name - Alena, such treatment is justified as leading to further indicates the cause, allowing such treatment, - co-

education at the university. Thus, the possible communicative discomfort can be prevented, if the guest agrees to the proposed treatment, if not, the facilitator should take interlocutor conditions.

Communicative failure may be wrong to identify a person with similar name.

Herman: That means / that there is no request in the same universities are the best actors // we have the same actors are worse / than 20 years ago // we have no Papanova / Mironova / Leonova, etc. // Why?

Ruzheinikov: Congratulations Mironov / him today 45.

Herman: Yes, I was referring to Andrew.

Ruzheinikov: Well, of course.

This situation, the conversation is about the problem of modern training actors and guest program puts the example of the actors of the old school, which is indicated by the phrase 20 years ago and we do not have ... Inattention leading to the interlocutor and actor Yevgeny Mironov congratulations on the anniversary leads to communicative failure, as indicated by the response replikareaktsiya guest program Yes I Andrew had in mind. From a psycholinguistic point of view of spontaneous replica driving could be caused by association with another actor Mironov, whose anniversary was celebrated on that day, and the lead decided to take this opportunity to congratulate him on the air without thinking about the inappropriateness of congratulations. Such facts are characteristic of spontaneous speech. In this situation, obtaining an indication of the error, leading reacts immediately, using the tactics of unity.

3. Among the cognitive causes of communicative failure, can be called a wrong perception of the interlocutor of the communicative intentions of the speaker, as well as reluctance to talk about certain subjects.

Communicative intention may be incorrectly interpreted as a guest, and the leading transmission. Typically, the output of the difficulty to apply the same tactics: explanation and elaboration.

Tikhomirov: Now tell me / talented actor Anatoly White / as you have agreed to star in this series about Lyubov Orlova and Grigory Alexandrov?

White: The question "How?" / A that means? // How much did it cost?

Tikhomirov: None / why / it // I Tax Service to / from that all recently Dobrovinsky lawyer told the world / that he bought the archives Lyubov Orlova and Grigory Alexandrov and / honest / told the whole truth / well / probably / Soviet people / who are interested in this to a greater extent / how they lived, and so on ... //

... And I think / what you bought in the form of / in this role / in this series / which was not yet on the screens?

This example uses radio question with a question as a word having the value of the reason why an implicit, but does not recognize the source of the values, resulting in a communicative discomfort. Trying to solve these misunderstandings and to get an answer to a question, the leading applies just two tactics: tactics and strategy explanation specifying information. First unwraps radio information, start a lengthy explanation, and then applies the second strategy - specification information, i.e. leading change the wording of earlier question: I think / what you buy to in this image / this role / in this series / which was not yet on the screens? As a result of the tactics of clarification and refinement of tactics leading it is possible to remove the discomfort and get an answer to a question.

*If the statement does not mean the program guest leader, he (the master) also resorted to the tactics of clarification: (29.11.2011 18:05 The show "Central Committee" Presenters: Tutta Larsen, Ruzheinikov Guest:.. German little director Alexei).*

Herman: So / actually all my actions were an attempt to dokrichatsya / something that you do / what you do with the industry / what you do with the industry / what you do with students what you do (I mean the power of) taxes / is wrong / it will lead to a drop in ...

Larsen: To what fall?

Ruzheinikov: I am interested in / you - power? // Who? // with taxes - is understandable.

Herman: What are you asking me weird questions?

Ruzheinikov: None / not strange // Here are the taxes / it is clear who is // This is the government.

Larsen: You mean / who is it? // Ministry of Culture / Council or what?

Herman: Listen / well, as there // Duma / the government, and so on?

This complex system // we understand / decide who / that is.

AT this situation, the wrong perception of the implicit nature of the statements expressed in the lack of understanding of the scope of the context value of the personal pronoun you. For Herman, you - this power as a management body, combining different types of government: the Duma, the government and other leading Ruzheinikov Trying to figure out the boundaries of authority, designated anaphoric pronoun you interlocutor speech leads to a collision in the communication, as evidenced by the remark.

Identify what you are asking me weird questions?

Unable to resolve the conflict to a third interlocutor (Larsen), which applies clarify tactics using interpretive questions: Do you mean / who is it? Thanks to this guest understands the reason for the communicative difficulties and disclose information to obscure radio host.

In addition to these reasons, a communicative failure can cause a guest refusing to answer questions. Monosyllabic answers to questions a guest radio host make the latter to seek a way out of this situation and use other tactics and techniques, talk to the guest. This confirms the view VV Boguslawska that in today's discourse massovokommunikatsionnogo the basic requirement for the generation of the text lies in its ability to encourage the interlocutor to the activity.

*(07.04.2008 12:05 "Dinner Show Komolova Anton and Olga Shelest"; talk about the new series "Two Sisters" on TV channel "Russia" Moderators:... Komolov Anton and Olga Shelest Program Guest: actor Alexander Dyachenko).*

Rustle: Sash / then you watch TV shows / where to shoot?

Dyachenko: Never.

Presenter Olga Shelest not satisfied with the terse answer to a question of actor Dyachenko. In order to hear more detailed, detailed response Shelest applies clarify tactics by asking a series of questions which complete that help her talk guest.

Rustle: Never? Well // see what happened? // View / any actors out there playing / s that do not intersect?

Dyachenko: We have montazhnotrenirovochny period / when we put on the headphones / microphone and stood before all the voiced / we played enough // I usually enough themselves to voice / to / to get a glimpse of his work // In the air I do not watch soap operas.

Lead remains unsatisfied with this answer, and trying to develop the theme, it applies tactics explanation: Uses an interpretive question and formulate it more precisely, leaving only two specific variants of the answer to the other person can choose the most suitable option. As a result, the guest answers the question yourself and deployed, the leading goal achieved, she received a satisfying answer to it:

Rustle: Do not look for the reason / do not have time or simply do not want to watch?

Dyachenko: Simply Sophisticated // these trivial things can tell you a lot of actors // Always look and understand / that could be girlfriend / girlfriend and you had to / better.

Thus, the presence of such methods eliminate communication failures, as a joke, clarification, clarifying, justification, application tactics

solidarization et al., Is an indication that all of the above communication failures are unpredictable, undesirable for the broadcaster and requiring changes his verbal behavior for the avoidance communication failures or communicative conflict.

As a rule, the study of communication failures in modern linguistics is confined to consideration of unpredictable situations and cases of deliberate creation of communicative discomfort related to hate speech, which, according to T.A. Voron is a purposeful, motivated mainly controlled (through a conscious choice of tactics and strategies for speech and speech and language selection means) speech behavior, based on the unidirectional negativiziruyuschee emotional speech influence on the recipient. As a criterion of demarcation of communication failure and hate speech released premeditation speech acts. Developing this idea, EV Shelestuk comes to the following conclusion: "In case of communication failure illocutionary purposes do not coincide with perlocutionary effect, in the case of communication (voice) aggression disharmonious discourse created intentionally, so illocution corresponds". Nevertheless, analysis of verbal behavior broadcaster in predictable communicative situations of discomfort allows us to disagree with this view and show examples of inconsistencies illocutionary perlokutsii purposes.

Projected situation communicative discomfort Projected communicative failure - is a failure in communication, which initiated the communicative discomfort is itself radio. The aim of the lead in air is the maximum disclosure of the source, revealing his views on important issues, motivation to unplanned candor. All this often causes the host to choose those tactics that violate the rules of communication and create an artificial situation for the interlocutor communicative discomfort. This communicative discomfort, deliberately was organized by the radio broadcaster by provocation. Consider the example of his interview with N. Mikhalkov. In order to identify the tactics that cause deliberate discomfort, and to trace their influence on the interlocutor in terms of success / failure, it is advisable to analyze all transfer targets com. The situation at the beginning of transmission important goal broadcaster is to attract the largest possible number of listeners. The main objectives in this case are the following: interest guests in conversation, to emphasize to students the relevance of the topic and show awareness of the lead in this matter, in order to achieve from the interlocutor the problem of full disclosure.

We can say that to get the guest to be exhaustive and exclusive information - this is one of the main indicators of the success of a professional facilitator. This implies: the leading profitable will present the importance of the topic, this will show readiness to talk and enjoy the visitor, more successful will be achieved its goal - expanding audience of listeners and interested guests to participate in the following programs.

For the success of speech influence broadcaster is particularly important is the strategy of self-presentation, which occupies a central place among the strategies impact on the masses. An analysis of all programs, the strategy of self-presentation is more pronounced in the situation at the beginning of the program, application threads and completion of the program.

It should be noted, that in itself a strategy of self-presentation, typical situation at the beginning transmission, and its accompanying tactics, such as solidarisation, an explanation, an indication of the future, are not compromised and the characteristic appearance of deliberate failures. From this we can conclude that the attempt to discredit the interlocutor from the beginning of transmission plays in speech behavior of leading a special role.

As the main strategy was to create deliberate discomfort in the communicative situation acts as a provocation. It should be noted that for this major act repeater function, ie, they voiced the opinion of a third party (radio, internet users). This strategy can be used as early as the beginning of the transfer situation, combined with the strategy of self-presentation and accompanying her tactics clarify the choice of subjects for the purpose of excitation in the object and the effects of certain emotions with the expectation that these emotions will cause the desired reaction. Lack of adequate reaction of the interlocutor indicates communication failure initiator (master) or that his partner realized provocation as "the condition of the game."

*(02.04.2010 10:00 "Visiting Sergei Stillavina and his friends" Presenters: Stillavin Vahid, Kolosov, Pastukhov Guest: Director and actor Nikita Mikhalkov The situation began to transfer).*

Stillavin: Monday before / as it became aware of attacks / we raised the question / which was announced at the weekend by some news agencies / Nikita Mikhalkov mildly offended / bloggers for / that they repeatedly misrepresented officially released poster for the film "Burnt by the solntsem2. Anticipation "// quoted as saying in these messages daughter Nikita Sergeyevich / there were literally words such /" Dad is upset and / in principle / very offended by that / so that people took this all // I made in his post for his part in the protection of Nikita Sergeyevich / post called "Nikita Mikhalkov Strikes back" //... And suddenly yesterday a message / call



kakieto people and say // "So / tomorrow after 10am you Mikhalkov / All!"  
// and we were frightened / Lord, / how so!

Mikhalkov: Why do we call him?

Using the selection explanations tactics threads, as well as to attract the attention of the audience to the transfer, the leading interconnects with two consummate different and do not influence each other's events: The attacks and distortion of information about the bloggers released film by Nikita Mikhalkov's "Burnt by solntsem. Anticipation. This quotation type upset and offended by the Pope, as well as expression broadcaster Mikhalkov Strikes create a negative impression on the listeners. No less provocative presentation of the program becomes a situation guest: kakieto call people, we were afraid. This technique is an appeal to the sense of fear, creates fertile ground for intrigue beginning of the program and helps to keep listeners on their toes. However, the absence of the expected reaction Mikhalkov and his playful addition to yourself why we called him weakens the strain and suggests that a guest took a provocation as a condition of participation in the planned game.

To create a provocative situation using this technique, as the rumors that we have raised the question / who at the weekend was announced by some news agencies / Nikita Mikhalkov offended mildly / bloggers, as well as here in the morning left a message saying / Nikita Mikhalkov rejected the idea sue bloggers insulted him Ie / quotes you personally specifically on this subject is not / is like a family / relatives and news feed. Typical motion blur information and the absence of the sender posts specific to the rumors, cause a negative reaction from the guest program: This is generally the theater for himself //...Oni think out / I was going to file / now I refused to serve in / out will be told / I took takieto measures. Index but that the leading transmission themselves are opposed to the spread of rumors: Today in the news write / Mikhalkov does not deny the fact of "black P.R." over the Internet // Artemy Lebedev works on Mikhalkov.

It should be noted that despite the fact that the leading act as a mediator, an intermediary between the guest of the program and listeners, they are always clearly expressed his personal opinion, which may either coincide with the views of the students or confront him. Thus, the leading Stillavin at start immediately declares his position I made in his post for his part in the protection of Nikita Khrushchev. However, expressing the opinion of students, leading declines all responsibility for compliance with the speech eti-

quette and deliberately violates the principle of courtesy, exposing a claim on behalf of bloggers to Nikita Mikhalkov in pathos and arrogance:

Stillavin: Nikita / I sakkumuliroval questions / that would

Whether raised public // we respect the general stvennosti / Course / and the fifth point / final most / so the conversation has already gone / question that people ask you promised // rolls over whether reality Mikhalkov notorious pathos / greatness?

In internet soobscheniyah / which related to your alleged grievances on the blog ditch / written that such a claim / megalomania Mikhalkov / imagines himself tsarembatyushkoy etc. // wrinkle?

Finding a successful communicative course, such a claim, the leading uses it several times throughout the transfer. Moreover, BBC discomfort is aggravated as the leading focuses on the discontent of Internet users, students, bloggers using multiple repetition of the words of the claim, for example, in the situation of the beginning of the transfer, and then in a situation of control over the subject of the claim sounds six times a token.

Stillavin: Nikita / then go directly to the discussion // One of the complaints / verbalized that these people are / is as follows // Out poster "Burnt / Anticipation" / top the inscription: "A great movie about the Great War" // The claims specifically to that / that firstly / Khrushchev / who came up with the slogan advertising / studio is "third" or distributors / who is the author of this phrase?

Mikhalkov: None / you a question.

Stillavin: Claim in the following / that people have not seen it / doubt / that is great / and therefore / when the announcement comes at such a level that it is great / well / a priori / originally they is confusing / jars / because it can not / because I have not seen anybody.

There is a situation of communicative discomfort guests say replica, who does not understand what the claims are: It's not that / so to say / but what is it? // my gait or look / what? // ... It is necessary for him / and here with? // ... I want to answer the question - what is? // no one can answer? // what have I done wrong to these people / no one can answer / specific to each of them? // Nothing.

In a situation Mikhail charges authorship indiscreet expressions of "great movies" of not yet released to the screen the film leading aim is to provide guests the opportunity to take off all the charges made online. To realize this purpose the leading, difficulty seeing the interlocutor, using tactics explanations: Claim in the next / that people have not seen it / //...ih

doubt this is confusing / jars; also welcome leading question: So / slogan invented publicists and distributors? Received the answer N. Mikhalkov course / yato do / I'm talking about / I do not do leading sums up the discussion on this issue, referring to the audience, bloggers and representatives of news agencies: Dear friends / broadcast Stillavina on "Mayak" / Nikolas Mikhail disclaimed responsibility for inventing the slogan / "A great movie about the Great War" // So and write in their news feeds today // Question withdrawn / then there is no issue.

Having considered the voice of tactics and strategy broadcaster, we have come to the following conclusion: driving behavior in communicative foreseen discomfort has a specific purpose, which is revealed and becomes clear only in the situation of closing the topic, or the transmission is completed. Thus, the use of leading provocation strategy, the use of claims and speculation was not intended to discredit the director Mikhalkov, the main task of the lead was to enable the director to refute the prevailing opinion of the inhabitants of the Internet, close your spread rumors internetnovostey readers, present it in a different light to the audience. This becomes clear from the topic of completion:

Nikita Mikhalkov disclaimed responsibility for inventing the slogan "A great movie about the Great War" as well as the situation ether closure: Thank you very much. I did not expect that so soon after we meet this noisy debate on the Internet, but the Nikita Mikhalkov wanted to spit on it all. Correctly?

Overall, the analysis of verbal behavior broadcaster in communicative situations of discomfort, it should be noted that a set of strategies and tactics leading differs significantly depending on the predictability and unpredictability of discomfort. To exit from the uncomfortable situation of using such tactics and methods, as a joke, clarification, explanation, justification, the application of the tactics of solidarity. Provocation, which is the basic method of the claim, it becomes a major tactics to create discomfort and can be quite effective for the disclosure of the interlocutor.

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